

**RESOLUTION NUMBER 6325**

**WHEREAS**, the use and presence of social media has drastically increased over recent years; and

**WHEREAS**, the Mayor and City Council desire to implement a policy to provide guidelines for social media conduct by full-time, part-time, and volunteer personnel working for the City of Beatrice.

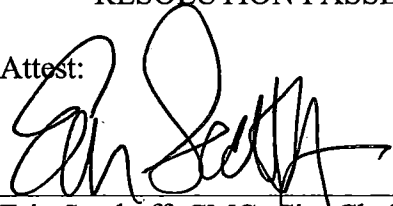
NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF BEATRICE, NEBRASKA;

**SECTION 1.** That the "Social Media Policy", marked as Exhibit "A", attached hereto and incorporated herein by this reference, be and hereby is adopted.

**SECTION 2.** That Resolution 5914 and any and all resolutions or parts of resolutions in conflict herewith are hereby repealed.

RESOLUTION PASSED AND ADOPTED this 17<sup>th</sup> day of December, 2018.

Attest:

  
Erin Saathoff, CMC, City Clerk

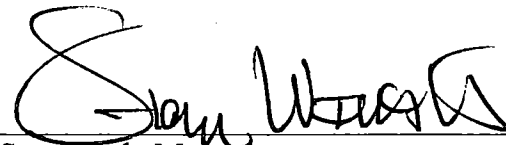
  
Stan Wirth, Mayor



Exhibit "A"

#### **CITY HALL**

400 Ella Street | Beatrice, NE 68310  
Phone: 402.228.5200 Fax: 402.228.2312

#### **SERVICE CENTER**

500 North Commerce Street | Beatrice, NE 68310  
Phone: 402.228.5211 Fax: 402.223.5181

## **SOCIAL MEDIA POLICY**

### **Purpose**

This policy regarding Social Media and Social Networking Activities shall provide guidelines for conduct by full-time, part-time, and volunteer personnel working for the City of Beatrice. This policy covers all forms of technology used for any Social Media and Social Networking Activities, both currently existing and any that may be developed in the future.

### **City Owned and Maintained Accounts**

#### **Employee Access**

- Any employee authorized to post items on any of the City's social media sites shall review, be familiar with, and comply with the Social Media Policy.
- Any employee authorized to post items on any of the City's social media sites shall not express his/her own personal views or concerns through such postings. Instead, postings on any of the City's social media sites by an authorized City Employee shall only reflect the views of the City.
- City employees granted permission to use the City websites, social media pages, or engage in social networking activities are responsible for complying with applicable federal, state, and city laws, ordinances, regulations, and policies.
- City employees posting content must ensure their posting does not violate the City's privacy, confidentiality, and applicable legal guidelines. They must ensure they have the legal right to publish all materials, including photos and articles pulled from other sites.
- Confidential or proprietary information or similar information of third parties who have shared such information with the City of Beatrice should not be shared on social media.
- Employees representing the City of Beatrice via social media must conduct themselves at all times as representatives of the City. Employees that fail to conduct themselves in an appropriate manner may be subject to disciplinary action. The City Administrator or his/her designees will determine how employees must identify themselves when participating in a City of Beatrice social media forum.

#### **Site Setup**

- The City reserves the right to remove any content from its social media sites at any time.
- The City's social media site serves as an online information source focused on City issues, projects, news and events, and is not intended as a public forum.

- The establishment and use of social media sites is subject to approval by the City Administrator or his/her designee. All City social media sites shall be administered by the City Administrator or his/her designee. They will monitor the content on the City's social media sites to ensure the site meets with both the City's social media policy and the interest and goals of the City of Beatrice.
- The social media site(s) will be maintained by the City of Beatrice and follow the City's social media policy.
- City social media sites, where possible, should link back to the City's official website for forms, documents, online services, and other information.

### **Use and Content**

- The City's social media sites content shall only pertain to City-sponsored or City-endorsed programs, services, and events. Content includes, but is not limited, information, photographs, videos, and hyperlinks.
- Department Heads are responsible for the compliance with the provisions of this policy by City Employees under such Department Head's supervision and for investigating non-compliance.
- Suspension of a City Employee's internet access may occur when deemed necessary to maintain the operation and integrity of the City's internal network, or if a City Employee has violated this policy.
- Internet user account and password access may be withdrawn without notice.
- Lack of adherence to this policy may result in disciplinary action up to and including termination.
- If a City Employee violates any applicable laws, the City may pursue criminal or civil action against the City Employee.
- All information posted or created for the City's social media sites will become the exclusive property of the City of Beatrice.

### **Security**

- The City reserves the right to deny access to the City's social media sites for any person who violates the City's social media policy at any time without prior notice.
- The City reserves the right to terminate any City social media site at any time without prior notice.
- All social media pages must be established in the City's name and the log-in name, password for access, and a list of all City employees having access to the password must be submitted to the City Administrator.

### **Citizen Conduct**

- The City reserves the right to restrict or remove any content that is deemed in violation of the City's social media policy or any applicable law.
- A comment posted by a member of the public on any City social media site is the opinion of the commentator or poster only, and publication of a comment does not imply

endorsement of, or agreement by, the City, nor do such comments necessarily reflect the opinions or policies of the City.

- Comments on topics or issues not within the jurisdictional purview of the City may be removed.
- Comments containing any of the following inappropriate forms of content shall not be permitted on the City's social media sites and are subject to removal and/or restriction by the City Administrator or his/her designee:
  - Comments not related to the original topic
  - Profane, obscene, violent, or pornographic content and/or language
  - Content that promotes discrimination on the basis of race, creed, color, age, religion, gender, or national origin
  - Defamatory or personal attacks
  - Encouragement in illegal activities
  - Conduct in violation of any federal, state, or local law
  - Comments in support of or in opposition to any political campaign or ballot measure
  - Violates the legal ownership interest of another party
  - Promotes commercial services or products

#### **Personally Owned and Maintained Accounts**

- Use of City technology and equipment (including computers, internet, and City issued cell phones) to access personal social media websites, accounts, or other related personal material, except for de minimis use, shall be prohibited during work hours.
- Employees shall have no right to privacy for any matter passed through, viewed, downloaded, printed, created, stored, received, sent or otherwise transmitted from City technology and equipment.
- Internet and social media information in the public domain may be considered in employee personnel issues. Please remember to be respectful of others and avoid posts which could be viewed as malicious, obscene, threatening, or intimidating.
- City Employees and Management shall not request or require access to employee or applicant password protected personal internet accounts (including personal social media accounts).
- Employees shall not disclose confidential information on personal social media accounts, websites, or other online forums. Disclosure of information by the City of Beatrice shall be regulated by the City of Beatrice Public Records Policy.
- Misuse of Employer property, software, and social media accounts may subject the employee to discipline.